

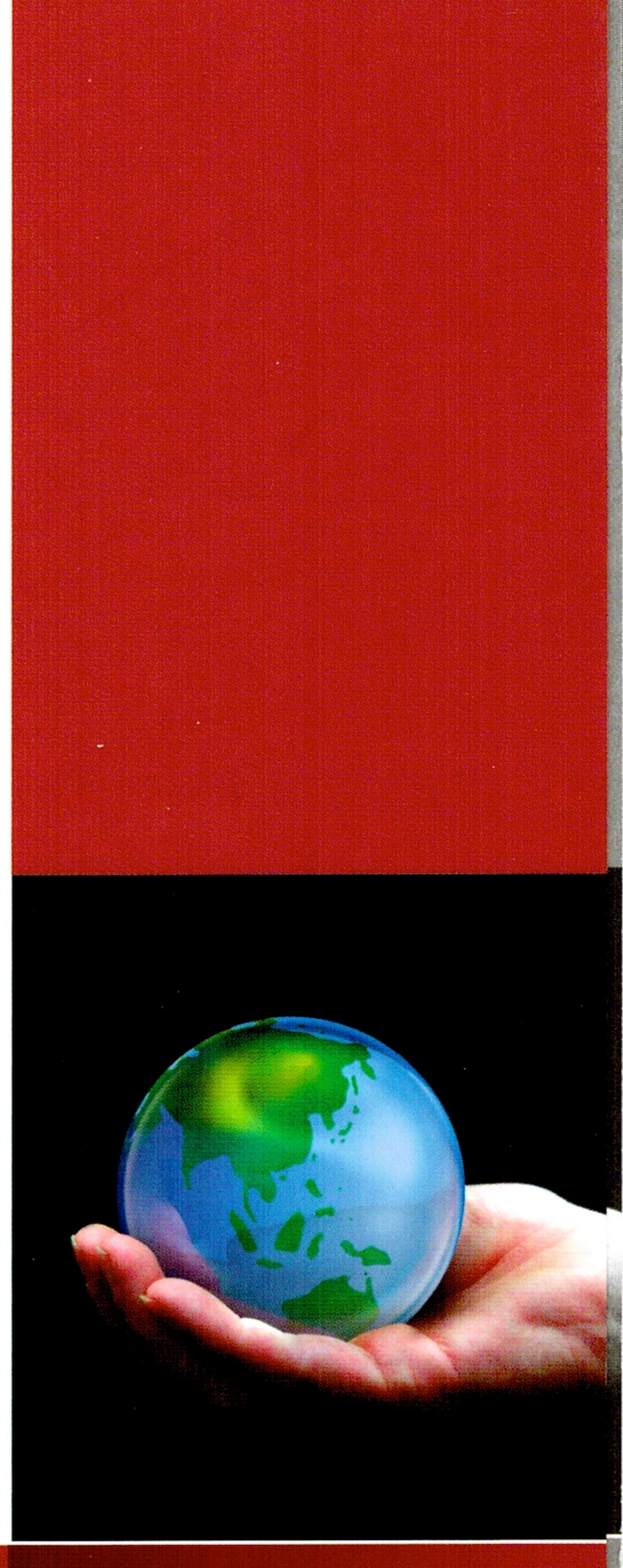
3rd Edition

Intermediate

MARKET LEADER

Business English Practice File

John Rogers



Audio CD

VOCABULARY

A Complete the text with the best words.

It has become a commonplace to say that the world is changing at an ever-increasing pace. Companies today are faced with a stark choice:¹ or go under. For example, four decades ago, companies typically tended to be². They were built on a model which achieved a high degree of control, but in which³ of communication were few and slow.

Another disadvantage of this type of organisation is that more junior⁴ may not even know who the CEO is, or what⁵ the decision-makers are trying to achieve. In order to try to solve this problem, many organisations have adopted a less⁶, more flexible business culture in which frequent contact between the owner and the employees ensures that⁷ is flowing smoothly.

A second difficult choice for a company concerns the extent to which it should go global or remain⁸. Global operations allow maximum⁹ of scale, while localisation makes it possible to¹⁰ quickly and to reach all market¹¹. In order to reduce the tension between global and local demands, many companies have adopted a 'hub and spoke' structure. They use several regional production and¹² 'hubs' where neighbouring markets are serviced from one single location.

- | | | | |
|---------------------|-----------------|------------------|------------------|
| 1 a) adopt | b) market | c) adapt | d) research |
| 2 a) economical | b) hierarchical | c) welcoming | d) democratic |
| 3 a) webs | b) media | c) roads | d) channels |
| 4 a) customers | b) directors | c) staff | d) buyers |
| 5 a) goals | b) design | c) plan | d) sales |
| 6 a) bureaucratic | b) caring | c) decentralised | d) market-driven |
| 7 a) information | b) news | c) speech | d) interest |
| 8 a) professional | b) static | c) local | d) impersonal |
| 9 a) production | b) economies | c) marketing | d) savings |
| 10 a) call | b) demand | c) enquire | d) respond |
| 11 a) shares | b) research | c) leaders | d) sectors |
| 12 a) manufacturing | b) selection | c) distribution | d) advertising |

B Complete the phrases 1–6 with a verb from the box.

carry out	draw up	issue	maintain	train	transport
-----------	--------------------	-------	----------	-------	-----------

-*draw up*..... contracts
- goods and equipment
- install and systems
- press releases
- research
- staff

LANGUAGE REVIEW

A Change the following phrases, as in the example.

- 1 a hotel with four stars *a four-star hotel*.....
- 2 a deal worth eighty thousand euros
- 3 a journey that lasts seven hours
- 4 a loan of two million pounds
- 5 a seminar that lasts three days
- 6 an office block that has sixty storeys

B Match a word from box A with a word from box B to complete the sentences below.

A	B
computer	commercials
government	fair
information	force
labour	policy
research	project
trade	technology
TV	virus

- 1 This new *computer virus* could wipe all the data off your hard disk.
- 2 Several organisations are strongly opposed to the use of children in advertising in general, and in in particular.
- 3 Going to an international is often an excellent opportunity for networking.
- 4 Advances in have revolutionised the way people communicate and do business.
- 5 GVC Steelworks already have a of 1,500, and they are still recruiting.
- 6 The government should commission a special to assess the risks posed by GM foods.
- 7 It would be bad to revalue our currency at this particular time.

C Match the nouns 1–6 with the nouns a–f to make new compounds.

- 1 sales
 - 2 savings
 - 3 customs
 - 4 needs
 - 5 sports
 - 6 labour
- a) officer
 - b) car
 - c) assistant
 - d) costs
 - e) analysis
 - f) account

Tip

In some expressions, the plural –s is kept on the first noun. However, the first noun is usually singular, even when the meaning is plural. For example, *a car manufacturer, a shoe shop*.

D Use the same word for each group to make new noun combinations.

- | | | |
|----------------------------|----------------------------|---------------------------|
| 1 world <i>trade</i> | <i>trade</i> deficit | <i>trade</i> secret |
| 2 crisis m..... | m..... guru | project m..... |
| 3 o..... hours | head o..... | o..... job |
| 4 life i..... | travel i..... policy | i..... broker |
| 5 p..... range | consumer p..... | p..... launch |
| 6 a..... agency | radio a..... | a..... campaign |

E Complete the sentences with words from the box.

level round breach waste lack range conflict cost

- The *level*..... of unemployment will soon reach 15%.
- They accused the striking workers of being in of contract.
- There was a growing of interest between her business dealings and her position as a politician.
- Writing letters by hand is a complete of time. I always type them on the computer.
- Experts forecast that the of living will decrease slightly next year.
- We have pleasure in including further information about our of products.
- We are starting a new of negotiations with GVC Steelworks next month.
- The seminar on 'Motivation at Work' was cancelled through of interest.

Tip

Many constructions *noun + of + noun* are relatively fixed. For example:

- waste of money, lack of interest, show of strength.*

We cannot say *money waste, interest lack* or *strength show*, for example.

WRITING

A A large travel agency called *Free Horizons* has recently been reorganised and the new manager, Olivia Anderson, is very keen on staff training. Complete her e-mail with the words from the box.

remain announce contribute explain organise select

To: All staff
From: O. Anderson
Subject: Staff training

In order to keep our competitive edge, we at *Free Horizons* must continue to provide unique travel services and *remain*.....¹ totally customer-focused.

Our staff training programmes² a great deal to making us so dynamic and efficient.

I am very pleased to³ that we will be able to⁴ another training seminar in the autumn, on one of the following topics:

- developing computer skills,
- intermediate French, Spanish, or Arabic,
- customer service,
- favourite destinations: geography and politics.

Please⁵ one topic, and⁶ in detail the reasons for your choice.

Replies by Thursday please.

B Write a reply (40–55 words) in which you:

- state your preferred topic
- give reasons for your choice.

To: O. Anderson
From:
Subject:

C Read the passage below about customer relationship management.

- In most of the lines **1–10** there is **one extra word** which does not fit. Some lines, however, are correct.
- If a line is **correct**, put a tick (✓) in the space provided.
- If there is an **extra word** in the line, write that word in the space.

Many organisations talk about doing more business electronically, as implementing cost-cutting measures and improving efficiency. Despite all this talk, some inspired business leaders have understood what the key of any business connection is: people. Customers do of course they expect quality products and fair prices, but this is not the whole story. They also expect to deal with people who have been a positive attitude, who are enthusiastic about the business if they are in, and who care for them. Therefore, a growing number of companies have come to realise so that any transaction can potentially mark the start of a lifelong and relationship. They are now aware that a large part of the success of any company depends on the quality of customer services and CRM, which is the short for ‘customer relationship management’.

- 1 as
- 2 ✓
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

VOCABULARY

A Complete each sentence with the best word.

- 1 If a celebrity *endorses* a product, they say how good it is in advertisements.
a) persuades b) launches c) endorses
- 2 Billboards, those large signs used for advertising, are often called '.....' in British English.
a) leaflets b) slogans c) hoardings
- 3 Manufacturers of toiletries and cosmetics frequently offer free for customers to try out their new products.
a) samples b) commercials c) posters
- 4 Advertising done at the place where a product is sold is called '..... advertising'.
a) public b) point-of-sale c) eye-catching
- 5 of sports or arts events can be a powerful method of advertising.
a) Research b) Endorsement c) Sponsorship
- 6 If you hear about a new product from a friend or relative, this is called '..... advertising'.
a) word-for-word b) mouth-to-mouth c) word-of-mouth
- 7 Outdoor advertising is growing rapidly due to the rising cost of TV.....
a) commercials b) publicity c) research
- 8 A..... advertisement is one that causes a lot of public discussion and disagreement.
a) viral b) controversial c) subliminal
- 9 'Beanz Meanz Heinz' has become one of the most famous advertising ever.
a) slogans b) banners c) mailshots
- 10 The company was forced to withdraw its advertisement because many people found it.....
a) acceptable b) offensive c) original

B Match each verb on the left with two phrases on the right.

- | | | |
|--|--|---|
| <p>to launch</p> <p>to capture</p> <p>to differentiate</p> <p>to communicate</p> | | <p>a) between two products</p> <p>b) a product</p> <p>c) somebody's imagination</p> <p>d) a message to somebody</p> <p>e) one product from another</p> <p>f) somebody's attention</p> <p>g) an advertising campaign</p> <p>h) with somebody</p> |
|--|--|---|

LANGUAGE
REVIEW

- A** The passage below is the first part of a text about 'subvertising'. Complete it with *a / an / the*. Write \emptyset if no article is necessary.

'Subvertising' is ...^a... combination of words 'subvert' and 'advertising'. Indeed, subvertising consists of subverting or sabotaging commercial as well as political advertisements that are displayed in public places.

Here is simple example: advert for famous brand of cigarettes depicted handsome middle-aged man gazing thoughtfully into distance. caption was four words long: '*The more you know...*'. This ad was easily subverted by someone who just added following words: '*...the less you smoke.*'

- B** In the second part of the text, all eight instances of the definite article, *the*, have been removed. Insert them back where they belong.

^{The} purpose of subverters is usually to encourage people to think, not only about products they buy, but also about nature of society they live in.

There are a number of similarities between advertising and subvertising: both are very often creative, witty, direct and thought-provoking.

However, differences between two are enormous. While goal of advertising is ultimately to increase consumption and corporate profits, subvertising aims to make people aware of constant pressure they are under to buy things, to spend money, to 'shop-till-you-drop', so that they may be able to resist that pressure.

- C** In the third and last part of the text, there are no articles. Write in *a / an / the* where appropriate.

In addition, subvertising is ^a reaction against invasion of public places by hoardings, posters, slogans, logos, etc., which some say 'pollute our mental environment'. It is attempt to 'reclaim streets', to free our personal space of those consumerist messages which can be seen or heard left, right and centre in our cities.

While one cannot ignore that in eyes of law, altering hoardings is considered minor form of vandalism, one has to recognise that subvertising is form of creativity and way of exercising one's freedom of speech.

WRITING

A Choose the correct item from each pair to complete the letter.

schedule	I have pleasure in	We would be very grateful
date and time	I am pleased to	We are delighted
further information	take advantage of	we enclose
full details	look forward to	we could arrange for

SPICA OFFICE SOLUTIONS

12 CONNAUGHT AVENUE, GLASGOW

21 May

Ms Glenda Munroe
 Purchasing Manager
 United Freight Agencies
 Liverpool

Dear Ms Munroe,

As Head of our Customer Service Department, *I have pleasure* in¹ enclosing our latest catalogue, featuring our exciting new range of office equipment and furniture at the most competitive prices currently on the market.

.....² if you could let us know which of our products would be of particular interest to you. Once we have this information,.....³ an expert from our sales staff to visit your company in order to carry out a detailed needs analysis and produce a unique office solution for you, entirely free of charge.

Our expert would also give you.....⁴ of our special offers. At Spica Office Solutions we offer our regular customers more than just discounts. For example, there is a two-month free trial period for all electrical equipment, including photocopiers, and much more.

If you would like to.....⁵ a visit from our expert, please inform us of a suitable.....⁶

We look forward to hearing from you.

Yours sincerely,

Ben Costello

Ben Costello
Sales Manager

B Write a reply to Mr Costello in which you:

- thank him for the catalogue
- describe what kind of office equipment / furniture you are interested in
- accept his offer of a visit from an expert
- suggest a time and date for the visit.

C Look at the examples, then match the sentence halves below.

On average, 2,000 people visit our website every month.

By and large, I think it was a successful advertising campaign.

- | | |
|---|--|
| 1 Basically , the two products are the same | a) a successful year for Marketing. |
| 2 As a rule , our advertisements never | b) but we find the colours are rather dull. |
| 3 Overall , we are satisfied with the design, | c) gets about 800 hits a week. |
| 4 All things considered , it has been | d) show people drinking alcohol or smoking. |
| 5 In general , we advertise more on the Internet | e) though the packaging is completely different. |
| 6 Roughly speaking , our website | f) than on radio and TV. |

Tip

We often use introductory phrases like the ones in bold when we want to *generalise*. In the second example above, the advertising campaign was successful *generally speaking*, but it was probably not successful *in every single detail*.

D Read the passage below about junk mail.

- In each line 1–8 there is **one wrong word**.
- For each line, **underline the wrong word** in the text and **write the correct word** in the space provided.

'Junk mail' is the name given to all the sales ads, catalogues, prize offers, etc. which find their way into your letterbox without you having requested anything.

While some of that mail gets into everyone's mailbox, the sizeable proportion of it is actually personalised and addressed to certain individuals in particular.

Computerised mailing list have made it very easy for companies to obtain huge numbers of names and addresses. When your subscribe to a magazine or buy something from a mail order catalogue, by example, your name is entered into a computers, and very often automatically added to one or more mailing lists. The mail order firm or the credit card company in question can then rent their lists on other companies, and that is when your letterbox began to overflow with unwanted mail.

A number of organisations have now been created specifically to help the public deal with unsolicited advertisements.

- | | |
|---|--------------------------|
| 1 | ^a |
| 2 | |
| 3 | |
| 4 | |
| 5 | |
| 6 | |
| 7 | |
| 8 | |

VOCABULARY

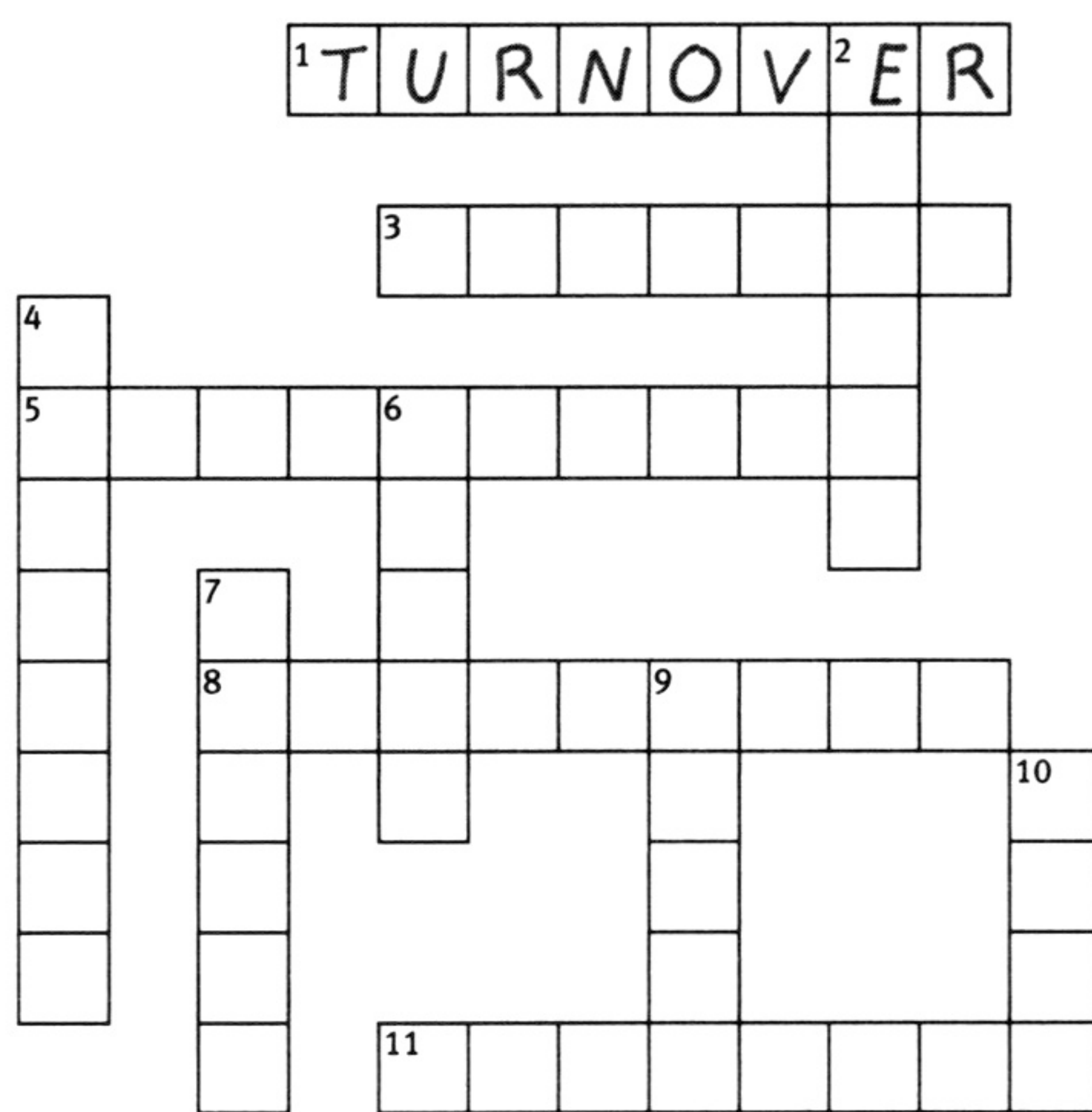
A Use the clues to complete the crossword puzzle.

Across

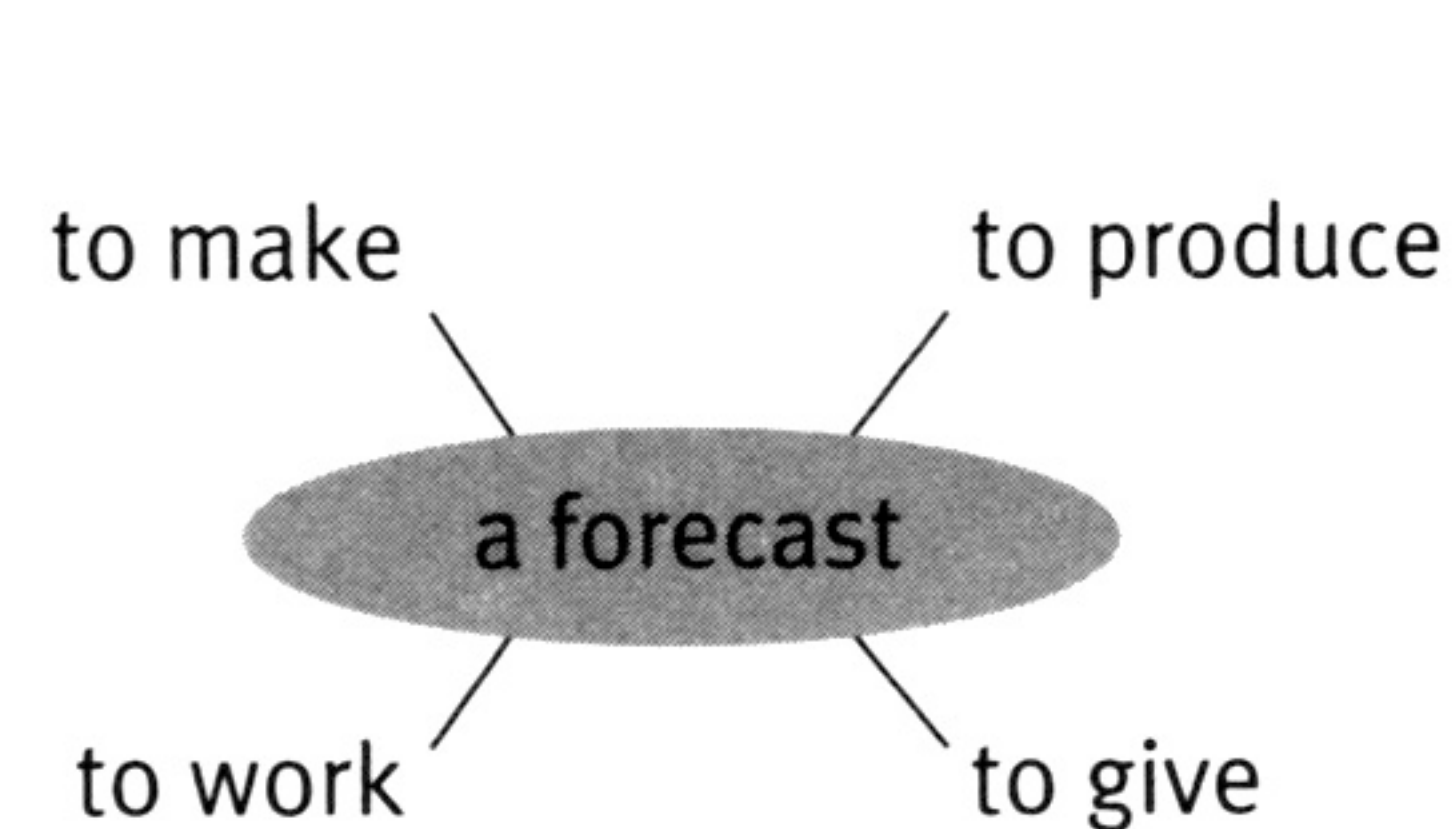
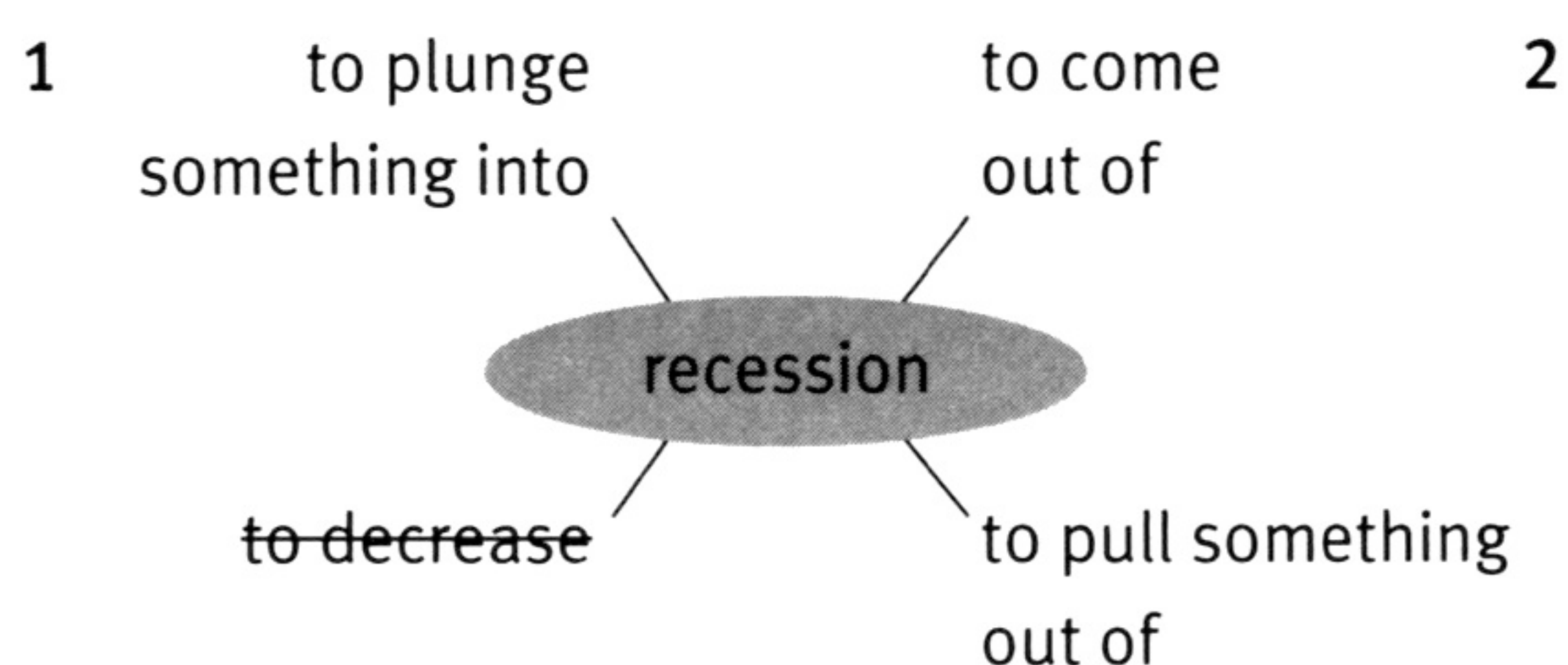
- 1 A company's *turnover* is the amount of business it does over a certain period of time. (8)
- 3 A company's sales is the money it receives from selling goods or services. (7)
- 5 Money which people or organisations put into a business in order to make a profit. (10)
- 8 A difficult time for the economy of a country, when there is less business activity. (9)
- 11 A is a description of what is likely to happen in the future. (8)

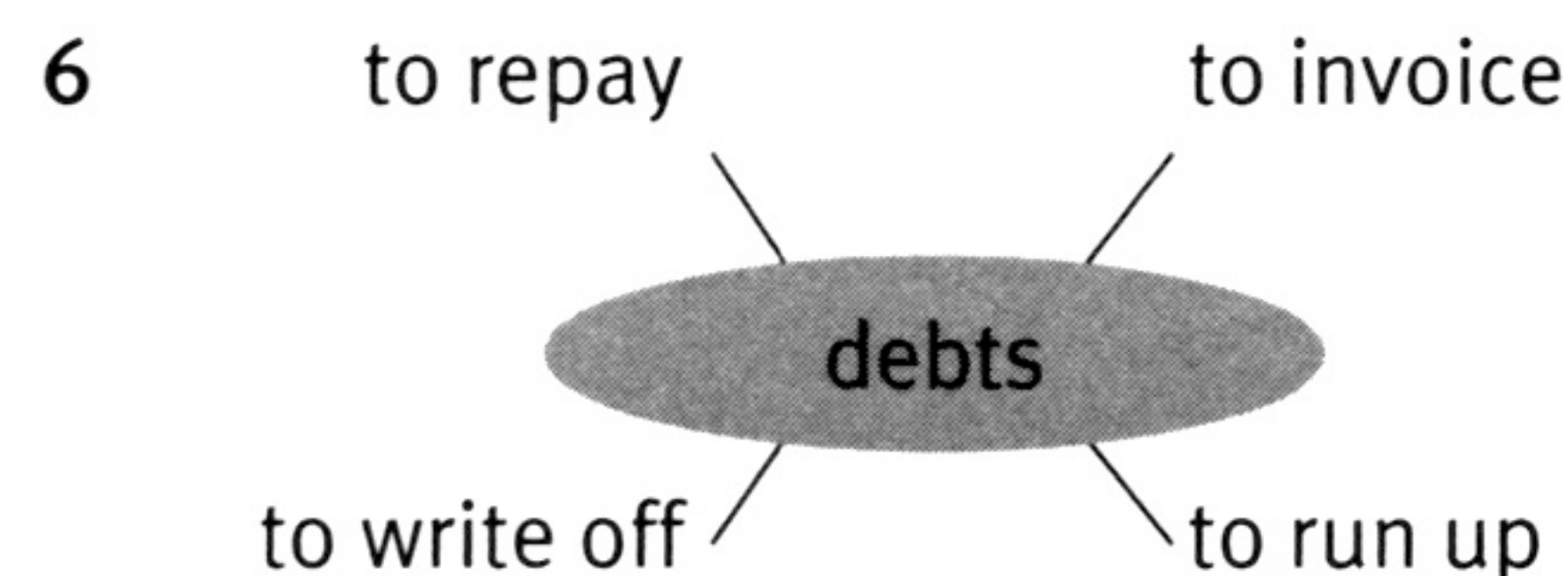
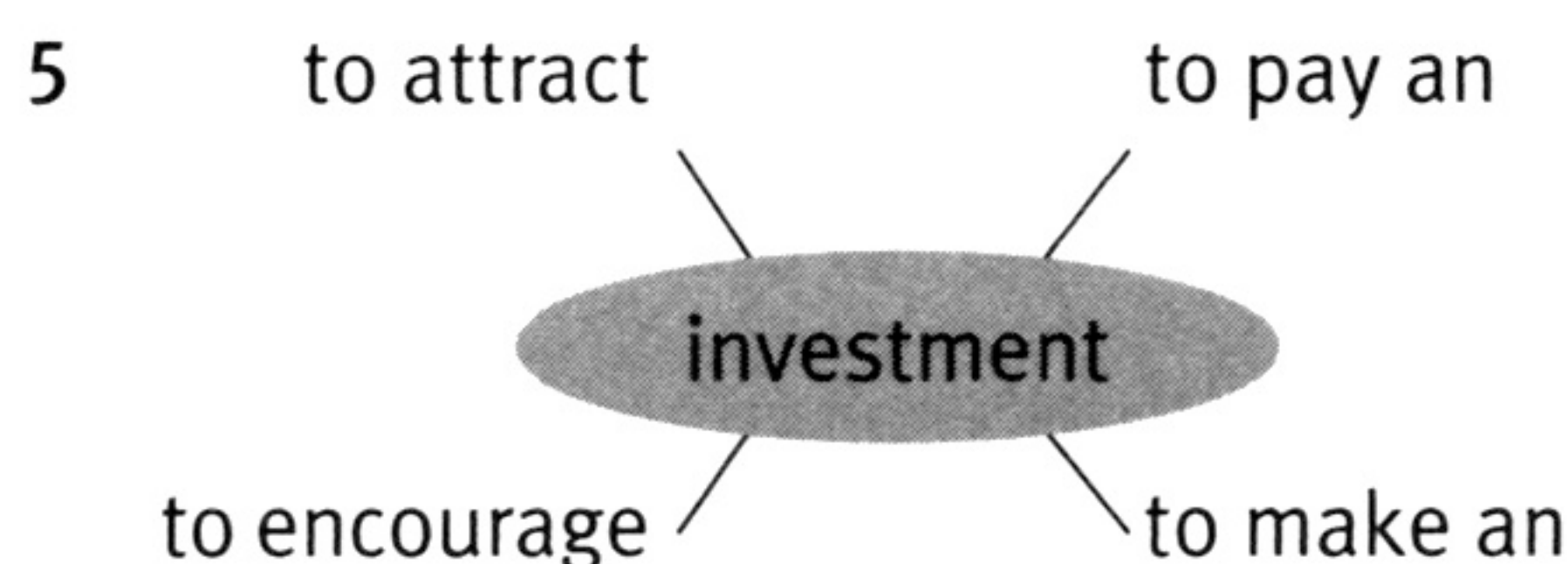
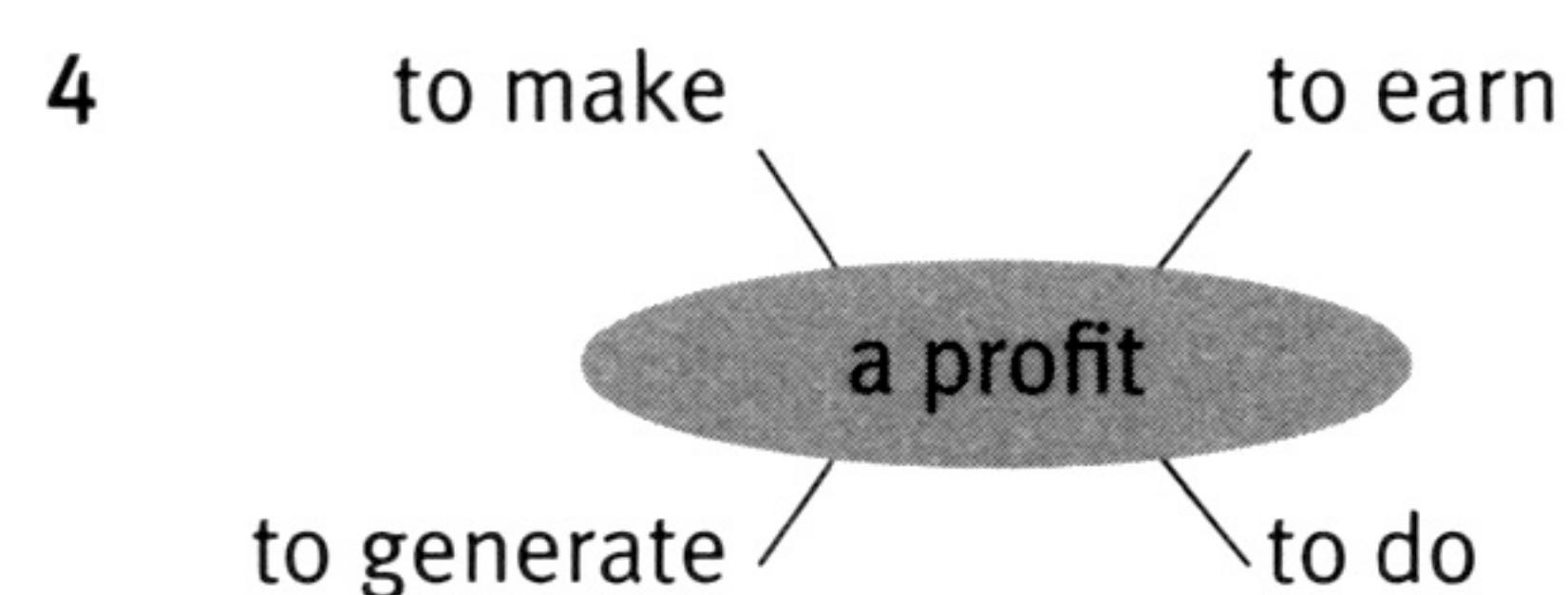
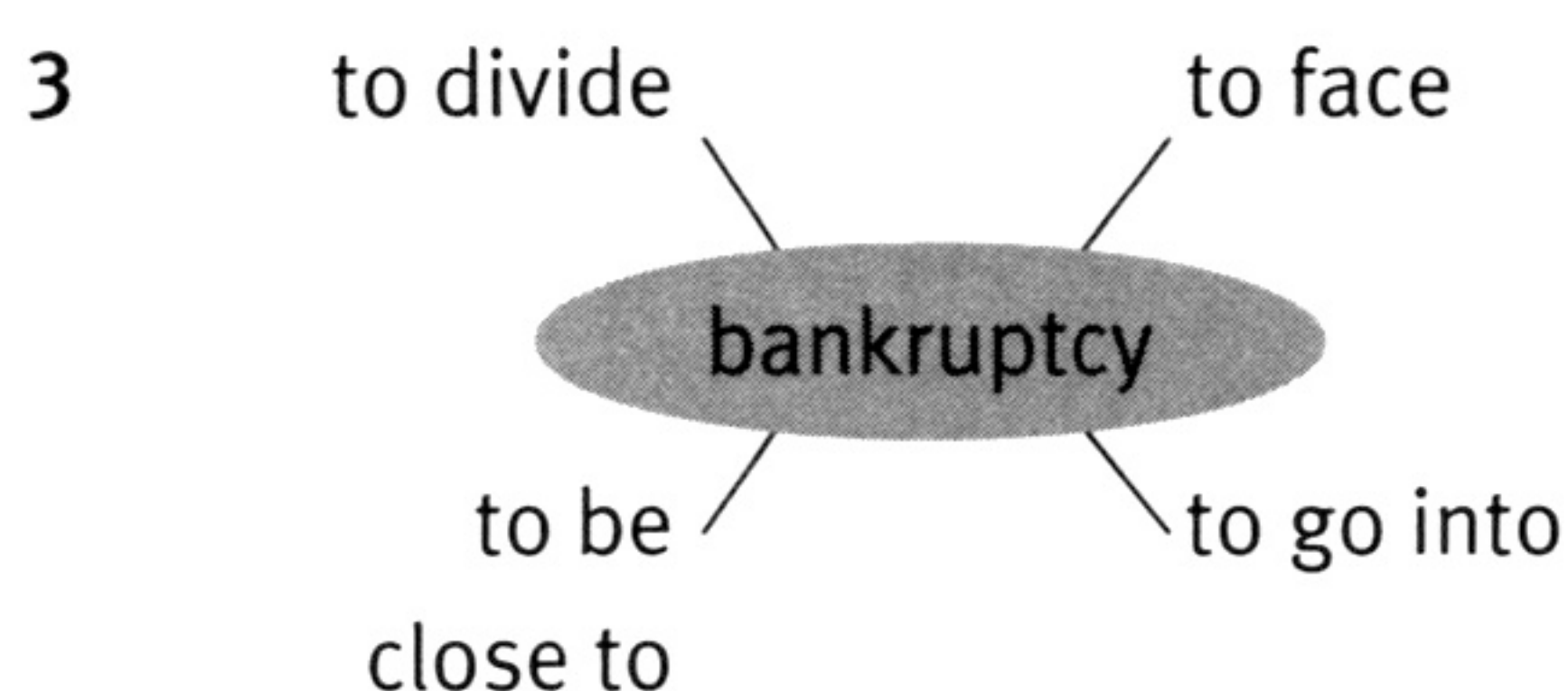
Down

- 2 An stake is the money risked when a business owns part of another company. (6)
- 4 The is the part of the profits of a company that is paid to shareholders for each share that they own. (8)
- 6 A market is where a company's shares are bought and sold. (5)
- 7 The margin is the difference between the price of a product or service and the cost of producing it. (6)
- 9 One of the parts into which ownership of a company is divided. (5)
- 10 Money that one person, organisation or country owes to another. (4)



B Cross out the verb which does not normally go with the noun in the bubble.





C Match these sentence halves.

- | | |
|--|--|
| 1 Sales went up beyond expectations, and Kernel Computers made a | a) gloomy sales forecast for the next quarter. |
| 2 Our economic experts have produced a | b) encourage foreign investment. |
| 3 Competition is so fierce that many small travel operators are | c) plunge the country into recession. |
| 4 The government has promised to eliminate bureaucracy in order to | d) record profit of 150 million euros. |
| 5 They spend more than they earn and run up | e) close to bankruptcy. |
| 6 We fear that a rise in interest rates will | f) huge debts on their credit cards. |

LANGUAGE REVIEW

A Complete these pairs of opposites.

- | | |
|--------------------|----------------------|
| 1 to go up | to go <u>d o w n</u> |
| 2 to r _ _ se | to _ _ _ l |
| 3 to _ _ cr _ _ se | to de _ _ _ _ _ |
| 4 to s _ _ r | to _ _ _ mm _ _ |
| 5 to _ _ _ ble | to h _ _ _ e |

B Study these examples and the rule before doing Exercise C.

- Profitability has risen. ✓
- They have risen sales. ✗
- The banks have raised interest rates by 0.5%. ✓
- Interest rates have raised again. ✗

What's the rule?

We can use some verbs without an object; we call them **intransitive verbs (I)**.
 We can use other verbs with an object; we call them **transitive verbs (T)**.
Profitability has risen: subject + verb with no object
Rise is always an **intransitive** verb.
The banks have raised interest rates by 0.5%: subject + verb + object
Raise is always a **transitive** verb.
 Many verbs can be both **transitive** and **intransitive**. For example:
The volume of sales will decrease. (I)
They will decrease the volume of sales. (T)

C Mark each verb (I) if you can use it to complete sentence a, (T) if you can use it to complete sentence b, or (I) / (T) if you can use it to complete both.

- a) The volume of sales will
- b) They will the volume of sales.
- | | |
|--------------------------------|-------------------|
| 1 fall (I) | 6 increase |
| 2 double (I) / (T) | 7 level off |
| 3 drop | 8 peak |
| 4 decline | 9 plummet |
| 5 halve | 10 soar |

D Complete the words to make the corresponding adverb for each adjective.

Adjective	Adverb
1 considerable	considera <u>b</u> <u>l</u> <u>y</u>
2 dramatic	dramatic _ _ _ _
3 gradual	gradual _ _
4 sharp	sharp _ _
5 significant	significant _ _
6 slight	sli _ _ _ _ _
7 steady	stea _ _ _ _
8 substantial	substan _ _ _ _ _

E The two sentences below have the same meaning. Study the example, then rewrite sentences 1–7 in the same way.

*There was a **considerable increase** in oil prices* Adjective + noun

means the same as

*Oil prices **increased considerably**.* Verb + adverb

- There has been a **dramatic fall** in exports.
- It seems that there is going to be a **substantial rise** in taxes.
- There was a **steady rise** in the number of people out of work.
- Are you saying that there is a **significant decline** in production?
- I think domestic demand will **fall slightly**.
- Profit **grew gradually**.
- Orders have **dropped sharply**.

WRITING

A Match items 1–5 with items a–e.

- | | |
|---|--|
| 1 Despite the rising euro and falling sales, | a) although they were affected by the strong euro as well. |
| 2 The euro rose and sales fell slightly, | b) because of the strong euro and a slight fall in sales. |
| 3 Vegaco's profits did not remain constant | c) However , the profits of Vegaco's competitors did not decrease. |
| 4 Their competitors' profits increased | d) so Vegaco's profits did not reach the same level as in the previous quarter. |
| 5 The strong euro affected all software companies. | e) Vegaco's profits did not fall significantly. |

B Study the linking words in bold in Exercise A. Then use each linking word twice to complete the following sentences.

- 1 Sales of our range of fruit juices improved **because** we made the packaging more attractive.
- 2 As you can see from the graph, sales did very well in the second quarter. Since June,, there has been a gradual drop.
- 3 Profits continued to rise a slight increase in production costs.
- 4 We plan to centralise distribution, costs are likely to decrease.
- 5 September can be a difficult month sales often fall after the summer holiday.
- 6 the booming market for mobile communications, Alfitel's share price fell steadily.
- 7 We have just relaunched the XL30 under a different name, sales will probably go up.
- 8 our production costs have gone down by 3%, profits have not improved significantly.
- 9 We launched our advertising campaign three months ago., sales have not recovered yet.
- 10 Profits went up sales did not seem to improve.

C Read the passage below about the unequal distribution of wealth.

- In most of the lines 1–11 there is **one extra word** which does not fit. Some lines, however, are correct.
- If a line is **correct**, put a tick (✓) in the space provided.
- If there is an **extra word** in the line, write that word in the space.

Most news programmes now have a business section. This might give us the illusion that we are all equally affected by stock markets and financial speculation. When we care to study the facts and figures, however, it will soon becomes clear that the glamorous financial deals we regularly hear about benefit to only a tiny minority of people. According to a recent report published in the US, the wealthiest 1% of the population control more than one third of all the nation's wealth. This concentration of wealth among the very rich and has mostly remained constant over the past ten years. On the other one hand, the living standards of a large proportion of the population have stagnated or declined. This kind phenomenon is by no means unique to the US, it is indeed a common throughout the industrialised world well. It is also occurring in emerging economies like India and China. As the gap between average families and not the very few ultra-rich continues to widen, it seems urgent to address the issue of global inequality of wealth and income distribution.

- 1 *will*
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11

INDIVIDUAL SOUNDS

A 24 Listen to how the letter *u* is pronounced in the following words.

budget	business	consumer	figures	full	purpose
--------	----------	----------	---------	------	---------

B Match each word on the left with the two words on the right which contain the same sound.

- | | |
|------------|--------------------------|
| 1 budget | a) survey, return |
| 2 business | b) subsidiary, status |
| 3 consumer | c) push, pull |
| 4 figures | d) minute, busy |
| 5 full | e) distribute, introduce |
| 6 purpose | f) consultant, customer |

25 Now listen to check your answers. Then listen again and practise the words.

CONNECTED SPEECH

C 26 Listen to the way certain words are linked in these sentences.

- We've got sales offices in over ten countries.
- He's on a work placement in Italy.

What's the rule?

When a word ends with a **consonant** sound and the word immediately after begins with a **vowel** sound, we usually link those two words.

26 Now listen again and practise the sentences.

D Indicate where similar links could be made in these sentences.

- We want to set up an overseas office in India.
- Our company's organised in eight divisions.
- In your opinion, what are the good qualities of our organisation?

27 Check your answers. Then listen again and practise the sentences.

STRESS AND INTONATION

E Three-syllable words can have the following stress patterns: **Ooo**, **oOo** or **ooO**. Put the words in the box in the correct column.

company	consumer	japanese	decision	government
understand	equipment	interesting	policy	department

Ooo	oOo	ooO
...company..	...consumer..	...Japanese...
.....
.....
.....

28 Listen to check your answers.

NETWORKING

A

Match the phrases on the left with the appropriate response on the right.

- | | |
|---|--|
| 1 Hello, Julie. Nice to see you again. | a) I work for Softel. We're in telecommunications. |
| 2 I got promoted to head of department. | b) Hi Tom. How are you? |
| 3 Which company do you represent? | c) Really? That's great. Congratulations! |
| 4 Has your company been in business long? | d) Thanks. And I'll give you mine. |
| 5 Let me give you my business card. | e) Well, we're basically a biotech company. |
| 6 I don't know much about it. What sort of company is it? | f) Yes, we're well established. |

B

29 Listen to the recording to complete these sentences.

- 1 I *work in* the travel section.
- 2 project manager.
- 3 My quite a lot of paperwork.
- 4 I'm finding new business contacts in the Pacific Rim.
- 5 I'm staff training.
- 6 I spend a lot of time enquiries.

LISTENING PRACTICE

C

30 Listen and tick the best response (a, b or c) for each item that you hear.

- 1 a) Sure. All of us are going.
b) How about you?
c) Pretty well at the moment.
- 2 a) Hi, Greg. Pleased to meet you.
b) I've got a new computer too.
c) Great! Are you still in sales?
- 3 a) Of course. Here's my business card.
b) Yes. I'll fax them to you.
c) You can contact me at our headquarters.
- 4 a) I don't see why not.
b) We certainly made lots of useful contacts.
c) Well, in fact we went to India.
- 5 a) Yes. She got promoted last week.
b) Well, in fact Jane is head of HR.
c) No. I changed my job six months ago.
- 6 a) I think it's organised in four divisions.
b) Yeah. We work on very big projects.
c) I'm in charge of over 20 people.

INDIVIDUAL SOUNDS

- A** **31 Listen to the difference between /əʊ/ and /aʊ/.**
- | | |
|---------------------------|----------------------------|
| /əʊ/ as in go slow | /aʊ/ as in downtown |
| no | now |
| load | loud |
| a boat | about |

- B** **Circle the word with a different vowel sound in each set.**
- | | | | |
|----------------|----------------|------------|--------------|
| 1 slogan | mouth | poster | phone |
| 2 local | sponsor | growth | notice |
| 3 allow | outline | own | power |
| 4 logo | radio | know | commercial |
| 5 audience | account | town | background |

32 Listen to check your answers. Check with the key. Then listen again and practise saying the words.

CONNECTED SPEECH

- C** **33 Listen to these phrases and notice how the words are joined together.**
- | | |
|-----------------------|----------------------|
| 1 a clever_ad | 3 a clear_idea |
| 2 further_information | 4 prepare_everything |

What's the rule?

If a word ends in *-r* or *-re* and the next word begins with a vowel sound, the *-r* is usually pronounced to make a link. For example: *a clever ad* becomes /ə'kleɪvər'æd/.

- D** **Show where similar links could be made in these sentences.**
- 1 She was 'Advertiser of the Year' in 2004.
 - 2 Their adverts were always thought-provoking.
 - 3 Can I have your attention for a moment?
 - 4 The picture is more interesting than the caption.
 - 5 Our agency has hired a star athlete.

34 Now listen and practise saying the sentences.

STRESS AND INTONATION

- E** **35 Listen to the intonation in this list.**

We advertise on [↗]radio, on [↗]television, in the [↗]papers and through [↘]mailshots.

What's the rule?

In lists, the intonation rises on each item except the last, where it falls.

- F** **36 Listen and complete the following sentences.**
- 1 We want ads that are clever, eye-catching, and inspiring.
 - 2 Our aim is to influence, to seduce and to
 - 3 I'll give you some, outline the concept and finish with the storyboard.

36 Now listen and practise saying the sentences. Pay attention to the intonation pattern illustrated in Exercise E.

GIVING PRESENTATIONS

A Below are the introductions to two different presentations, one quite formal, the other informal. Complete them with items from the box.

And we'll finish with	ladies and gentlemen
everyone	My talk's in
Finally, we'll look at	Secondly
First of all, we'll analyse	Thank you
I'll kick off with	Thanks
I've divided my presentation into	Then

Formal presentation

Good morning, *ladies and gentlemen*¹. On behalf of Elgora International, I'd like to welcome you all. Let me introduce myself. My name's Sarah Evans, and I've been managing Elgora's department of international economic relations for the past six years.² for giving me the opportunity to talk to you today. The theme of my presentation is a comparison of the changes in consumer prices in the European Union and the United States from 1999 till today.³ three parts.⁴ the pattern of price inflation in the various countries under scrutiny.⁵, we'll study the main factors responsible for the rise and fall of inflation in the two regions.⁶ the forecast for the next two years.

Informal presentation

Hello⁷. I'm Rick Vandermeer.⁸ for this opportunity to talk to you about our new products.⁹ three parts.¹⁰ the findings of the market research that led to the development of our new educational computer games.¹¹ we'll move on to a demo, so that you'll all have a chance to have a go.¹² your feedback and your ideas and suggestions for our forthcoming advertising campaign.

🔊 **37 Listen to the recording to check your answers.**

B Whatever the topic or the style of your presentation, the golden rule is *put your audience first*. Match the items below to discover some useful tips about how you can do that.

- | | |
|------------------------------|--|
| 1 Be genuinely interested | a) to process the information. |
| 2 Maintain | b) is appropriate in the host culture. |
| 3 Avoid | c) if you know them. |
| 4 Use individuals' names | d) in your audience as people. |
| 5 Ask various kinds of | e) a good-natured attitude. |
| 6 Give your audience time | f) sounding or looking superior. |
| 7 Use as much eye-contact as | g) questions during the presentation. |

**CONNECTED
SPEECH**

A **38 Listen and complete the sentences.**

- 1 Let me just go through the figures you.
- 2 Sales stood two hundred thousand.
- 3 Profit went up 18 21 million.
- 4 Production went down the end the year.
- 5 Profits rose 6% €9.3 million.
- 6 This year, orders Russia have levelled off.

Tip

When a preposition such as *for*, *at*, *of*, *from* or *to* occurs in the middle of a sentence, the weak form is usually used.

For example: *for* becomes /fə/, *at* becomes /ət/, *of* becomes /əv/, *from* becomes /frəm/. Also, *to* usually becomes /tə/ before a consonant.

38 Listen again to how the prepositions are pronounced. Then practise saying the sentences in the same way.

**STRESS AND
INTONATION**

B **39 Listen to the way you pronounce dates and years.**

- | | |
|---------------|----------------|
| 14th July | July 14th |
| 1st May 1999 | May 1st, 1999 |
| 22 April 2009 | April 22, 2009 |

Tips


- In British English, you usually say and write the day first, followed by the month. In American English, it is usually the other way round: month first, followed by the day.
- In American English, you do not need to say *the* before the ordinal.
- When you write the date, you can leave out the ending *-st* / *-nd* / *-rd* / *-th*, e.g. 16 June.

C **Say these dates out loud.**

- | | |
|------------------|--------------------|
| 1 17 February | 5 23 March 1990 |
| 2 February 17 | 6 January 13, 2003 |
| 3 20 August 2005 | 7 30 October 1999 |
| 4 June 30, 2010 | 8 3 September |

40 Listen to check your answers. Then listen again and practise saying the dates.

**USING STRESS
TO CORRECT
INFORMATION**

A  **41 We need to be accurate when we talk about figures. When we make a mistake or there is a misunderstanding, we often use stress to put it right, as in this example.**

A: So revenues for the quarter increased 12.9 per cent.

B: Sorry, no. I said 12.5 per cent.

B **Underline the part which Speaker B will stress most to correct the misunderstandings in the following exchanges.**

1 A: Their shares have jumped to three hundred and eighty thousand yen.

B: Well, my table here says three hundred and eighteen thousand, actually.

2 A: Last month, sales fell to nine hundred and fifty thousand.

B: Worse than that, I'm afraid. They dropped to eight hundred and fifty thousand.

3 A: Let me just read that back to you, 232 623.

B: 643 – 232 643.

4 A: We'll meet again on the thirtieth.

B: Really? I thought we'd agreed on the thirteenth.

5 A: Production has increased by 2,450 units.

B: Sorry. The exact figure is 2,650.

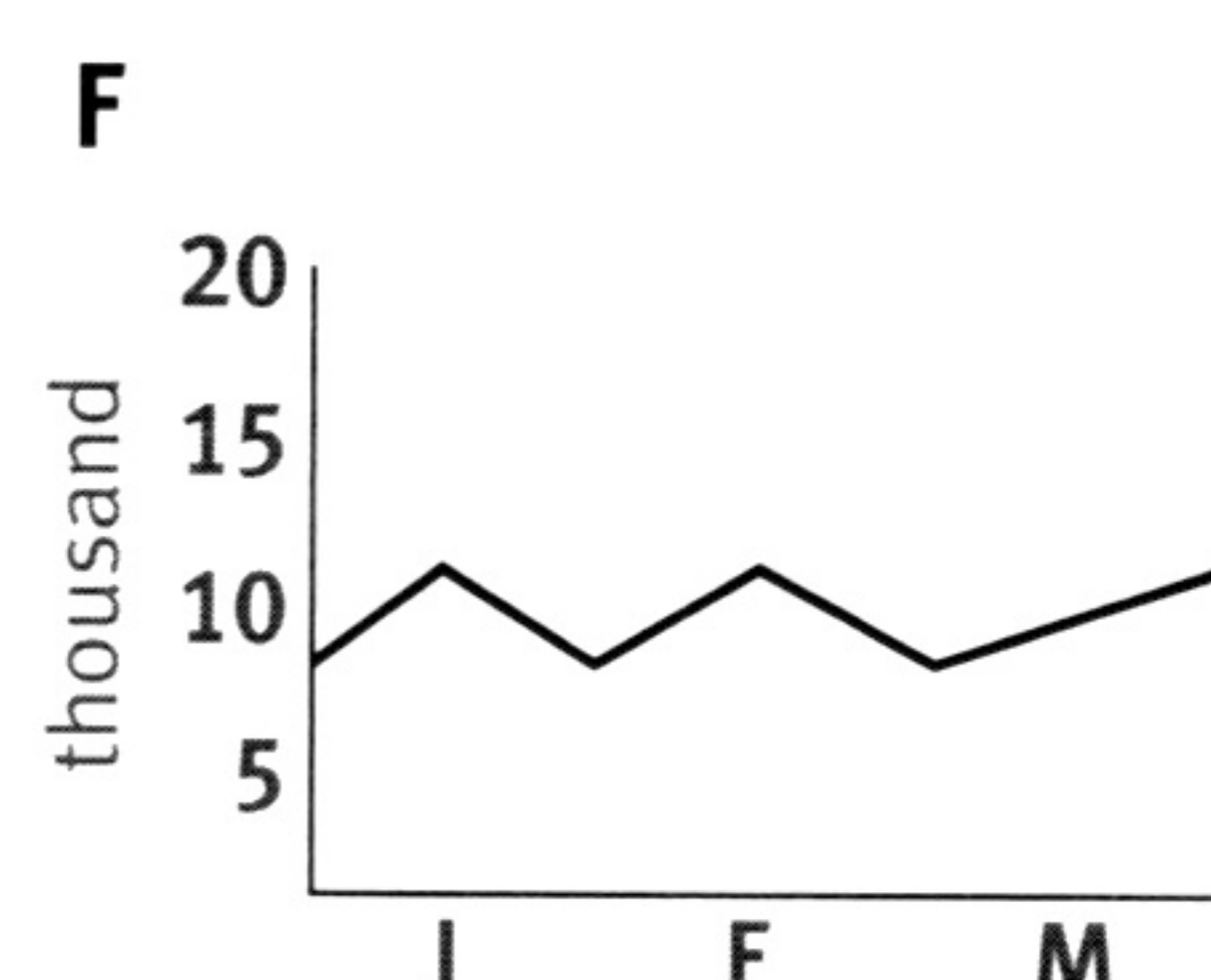
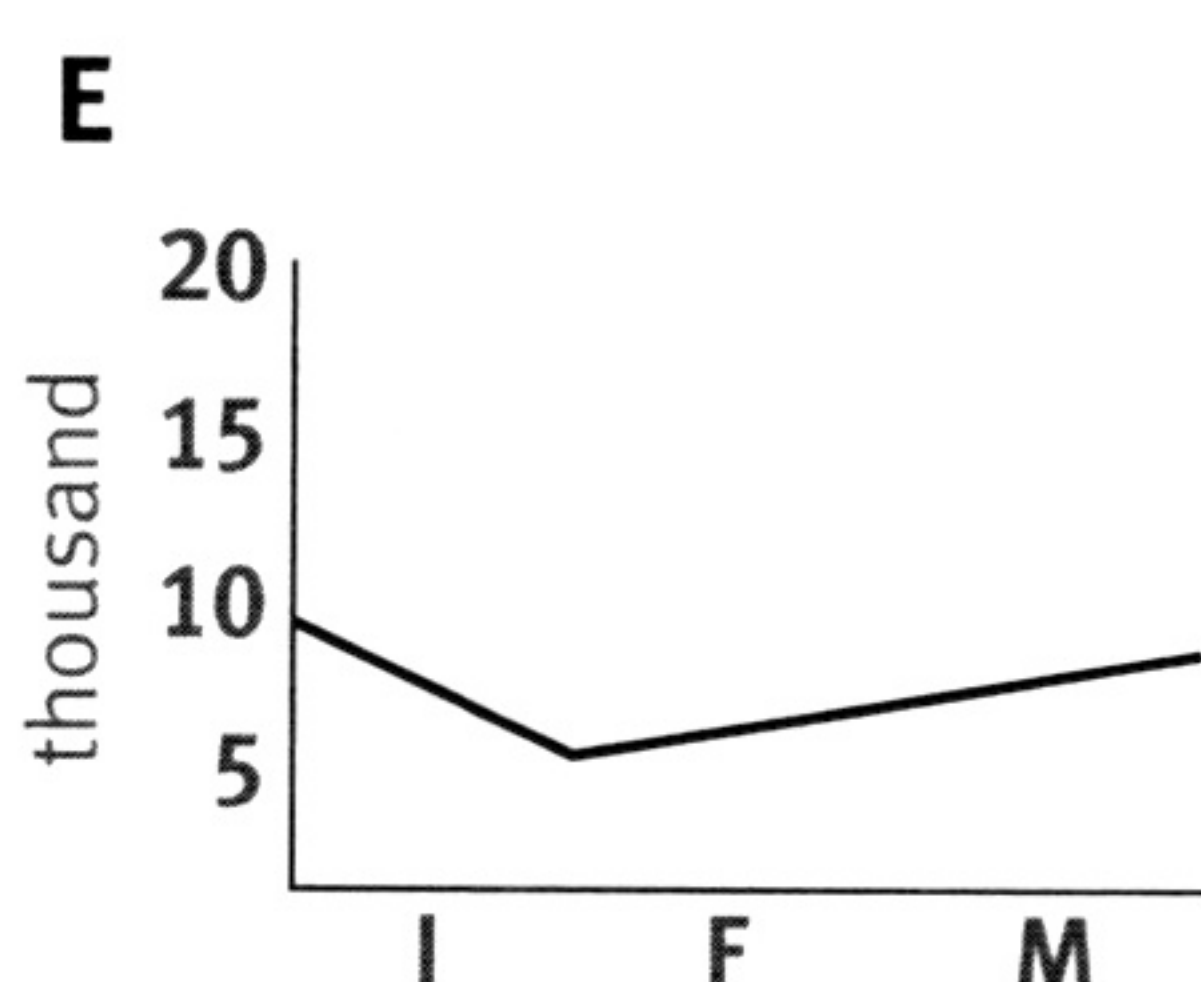
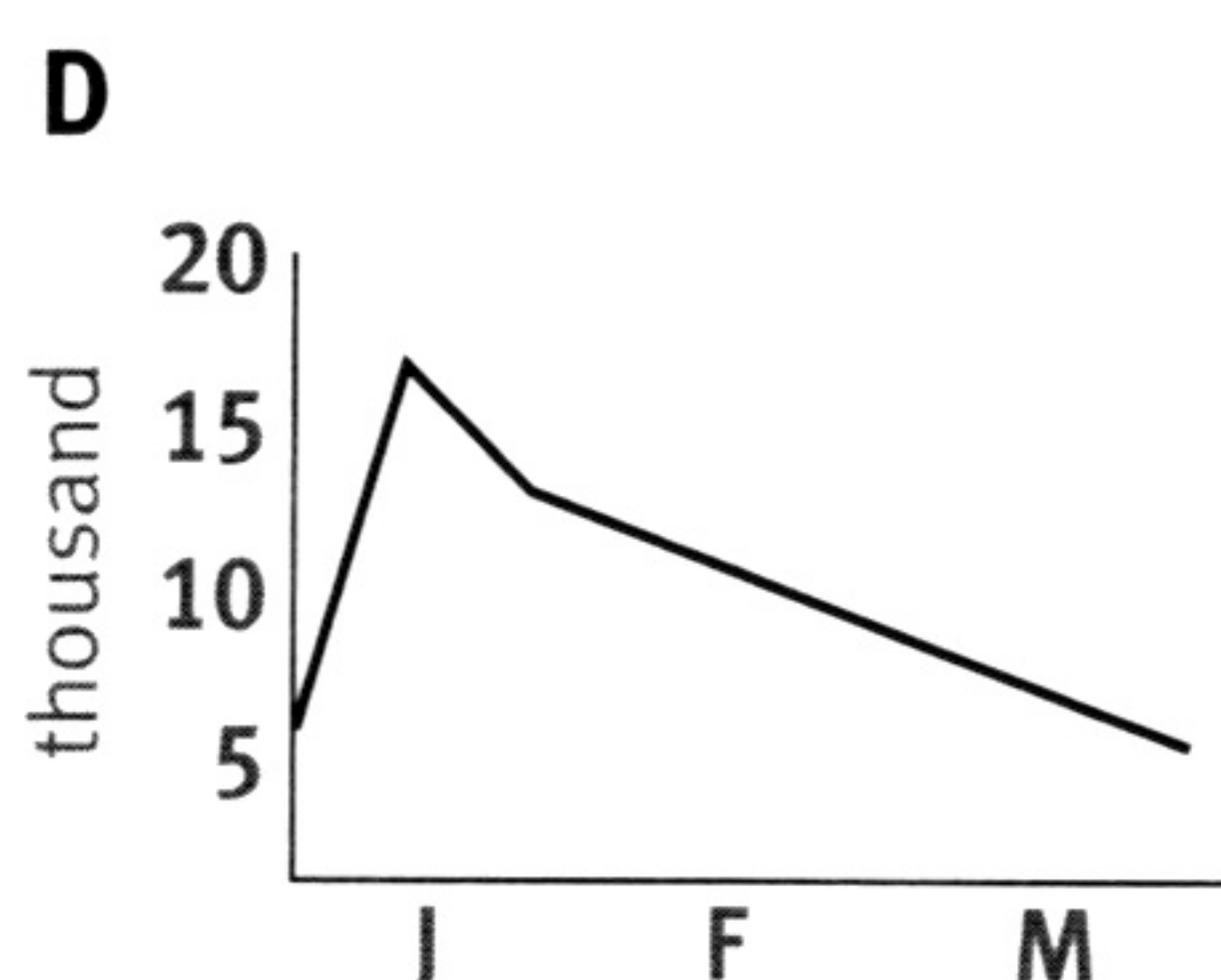
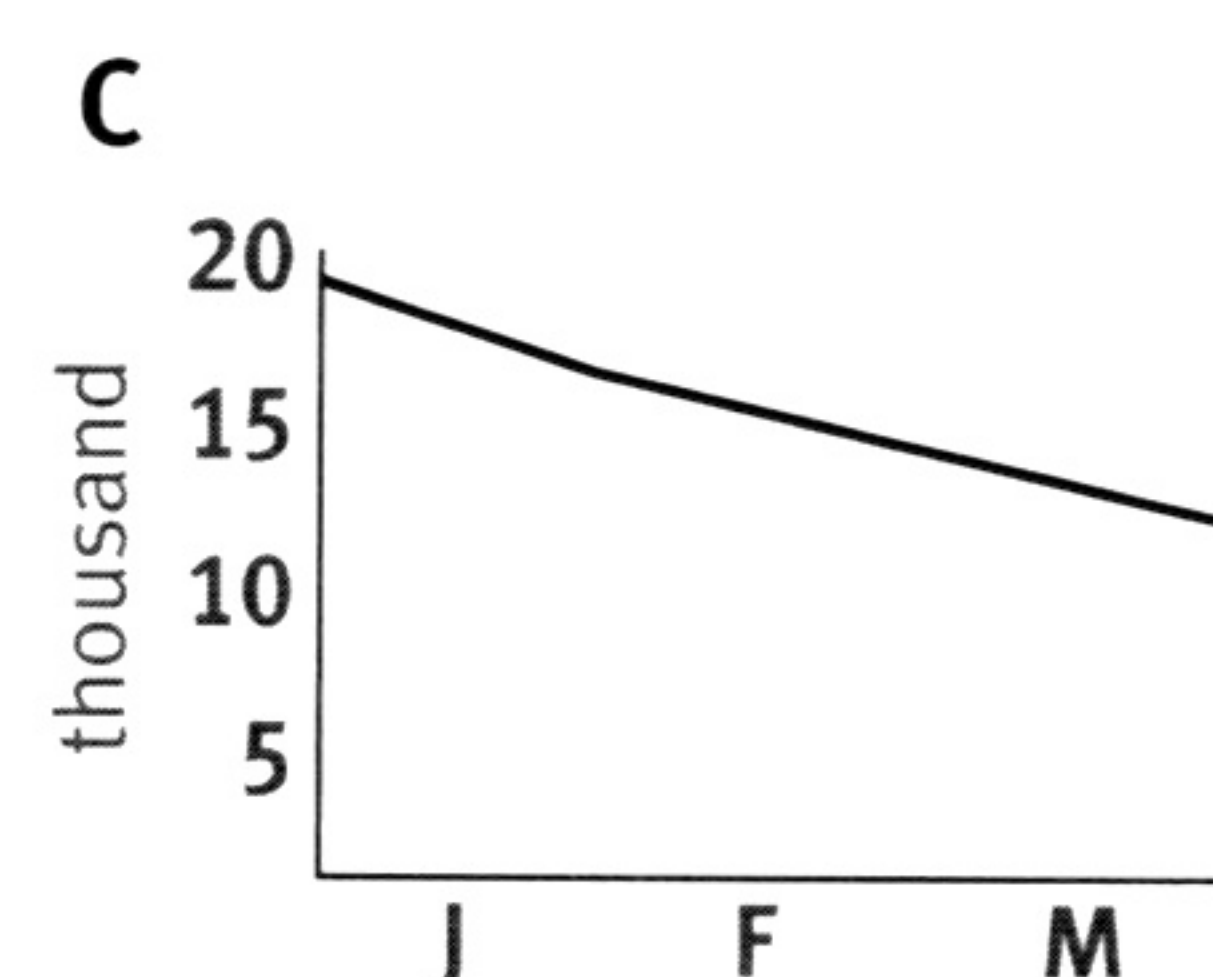
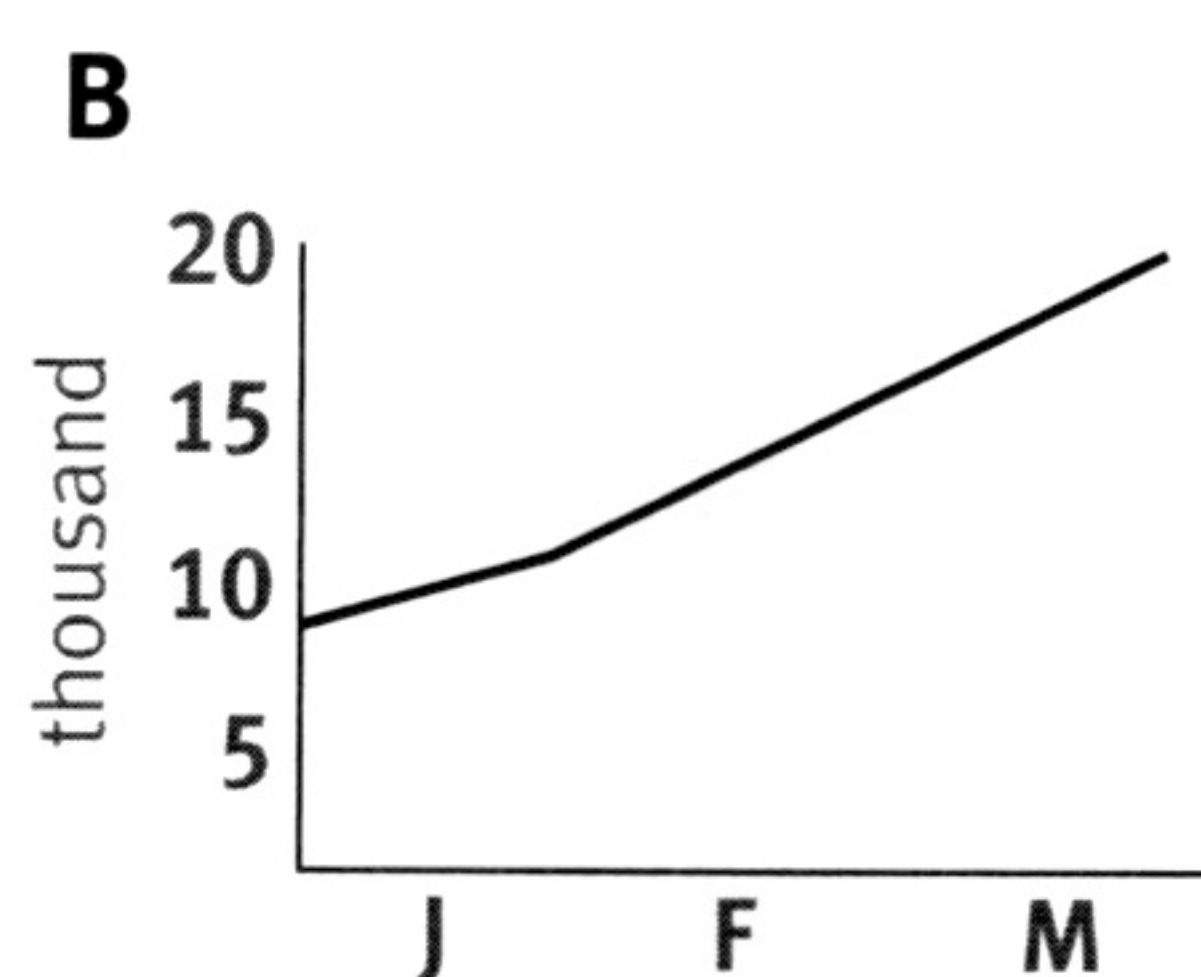
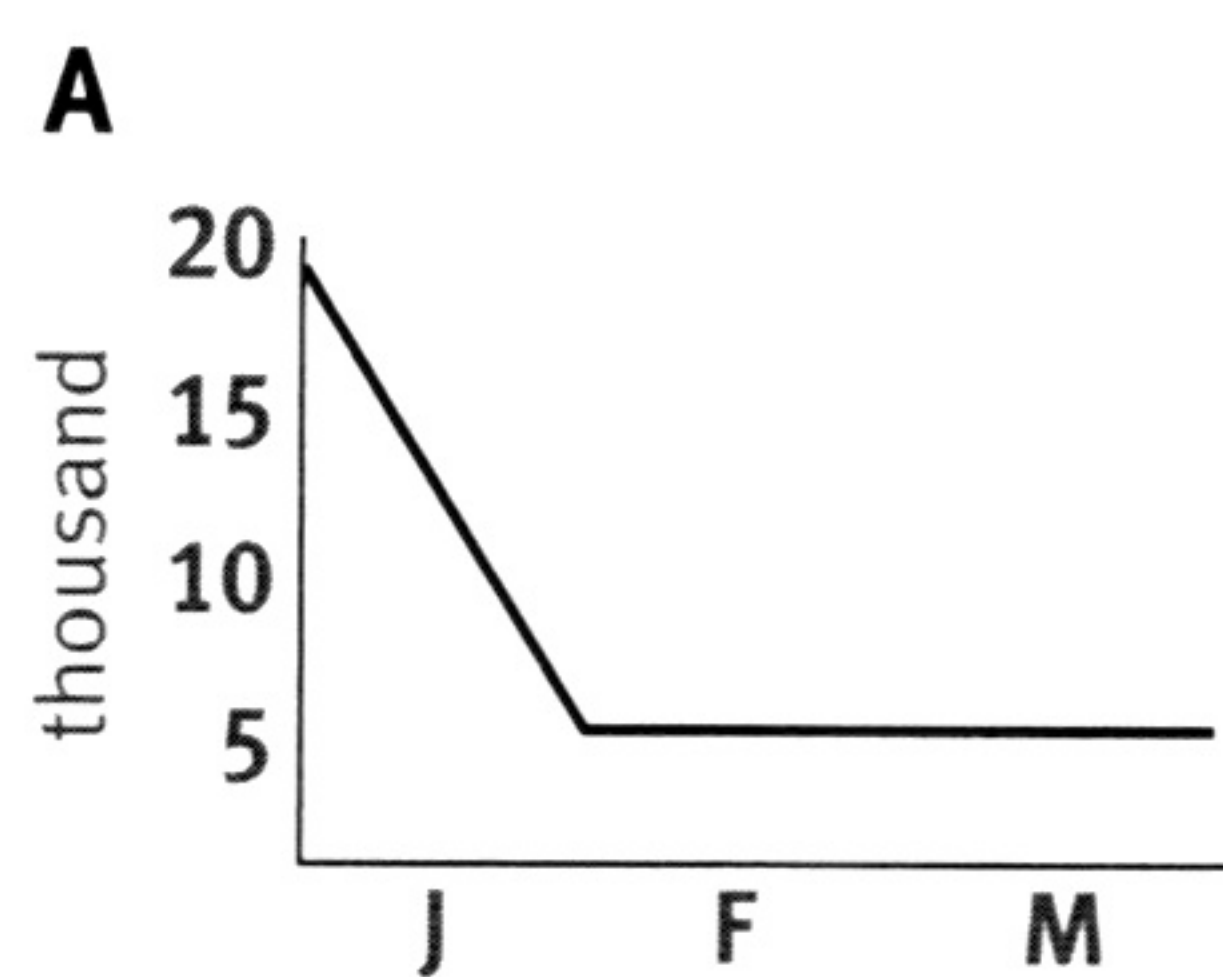
6 A: Did you say that Accounts is on the eighth floor?


B: No. It's on the twelfth floor, actually.

 **42 Now listen to the exchanges and practise Speaker B's replies.**

**LISTENING
PRACTICE**

C **Study these graphs. They show the sales volumes for six different companies.**



 **43 Now listen to the recording, and match each description (1–6) to the appropriate graph (A–F).**

Description 1

Description 4

Description 2

Description 5

Description 3

Description 6